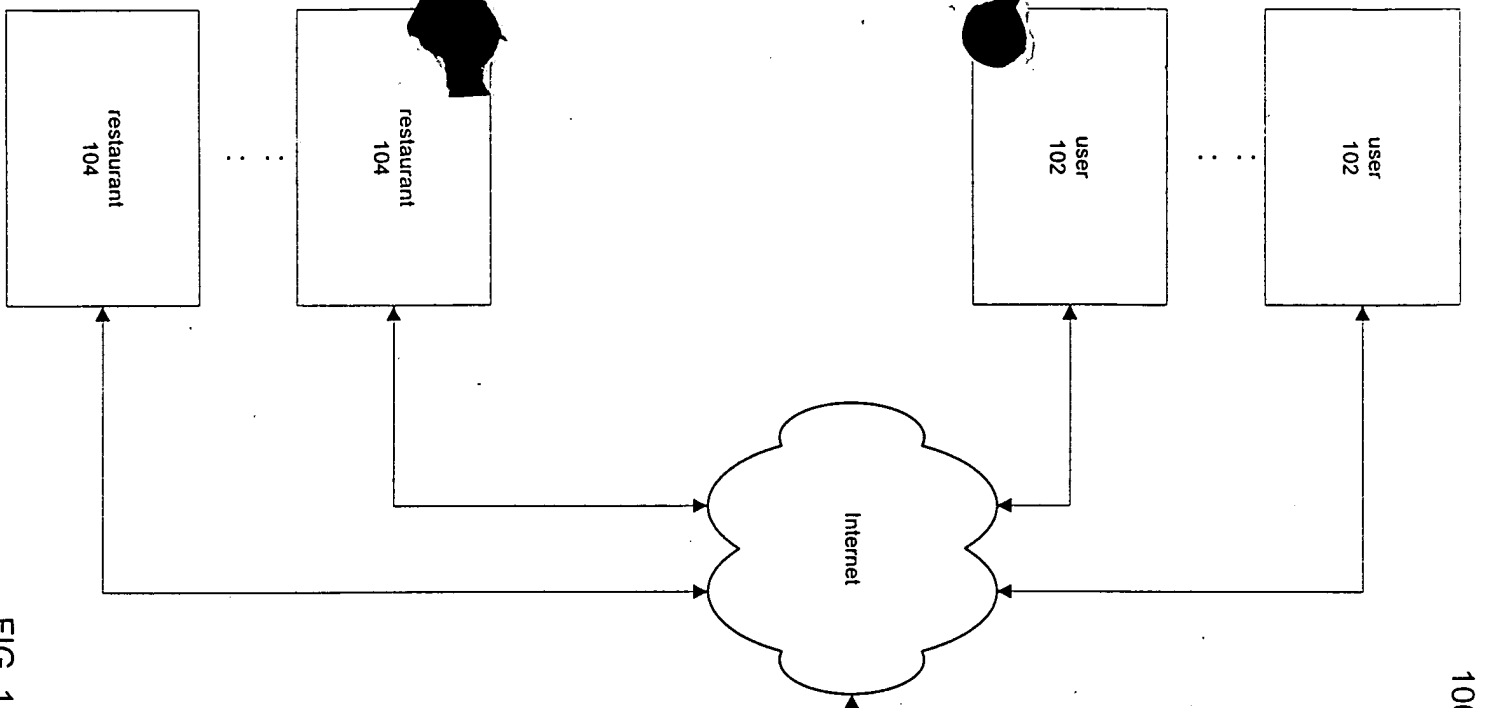
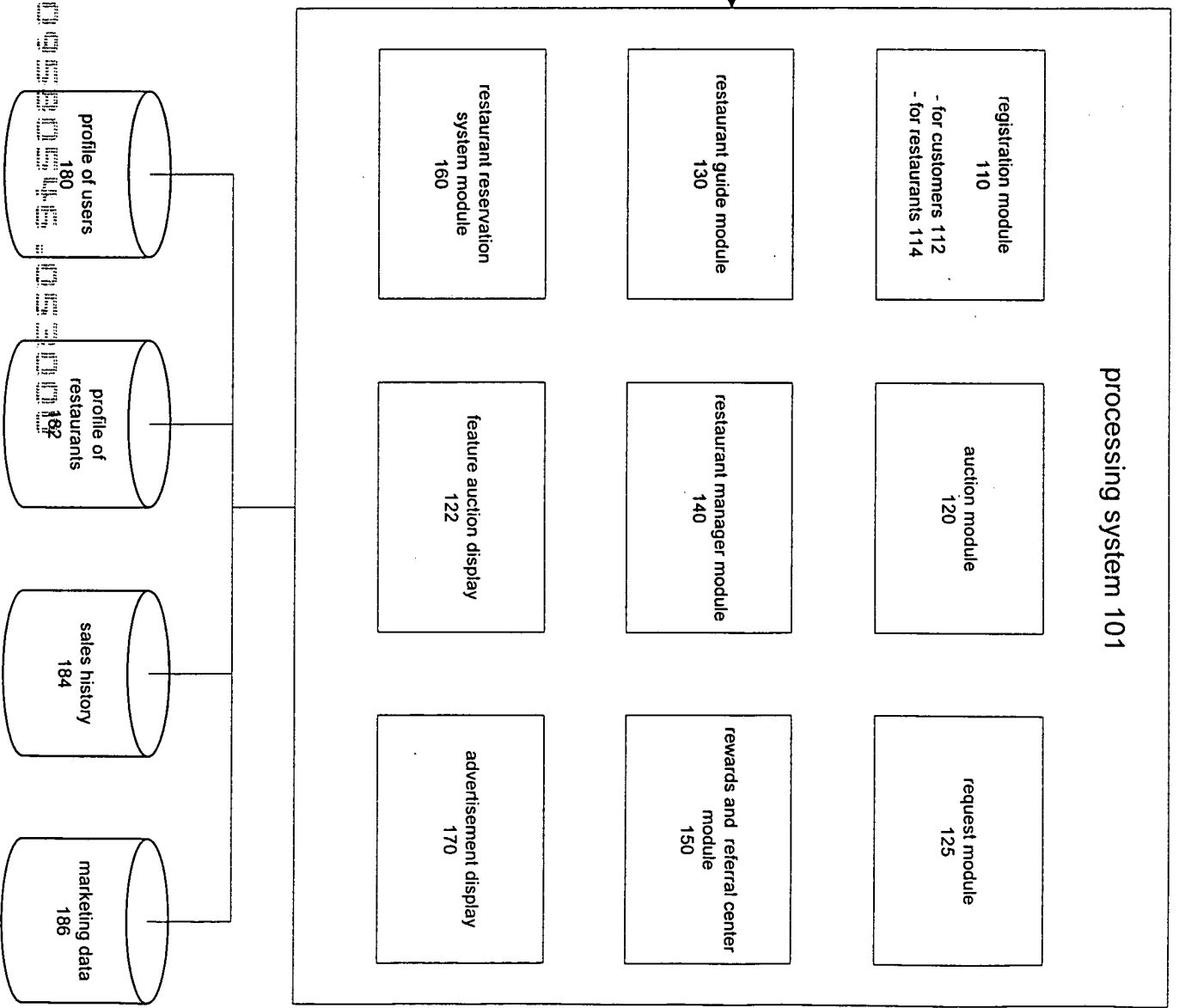


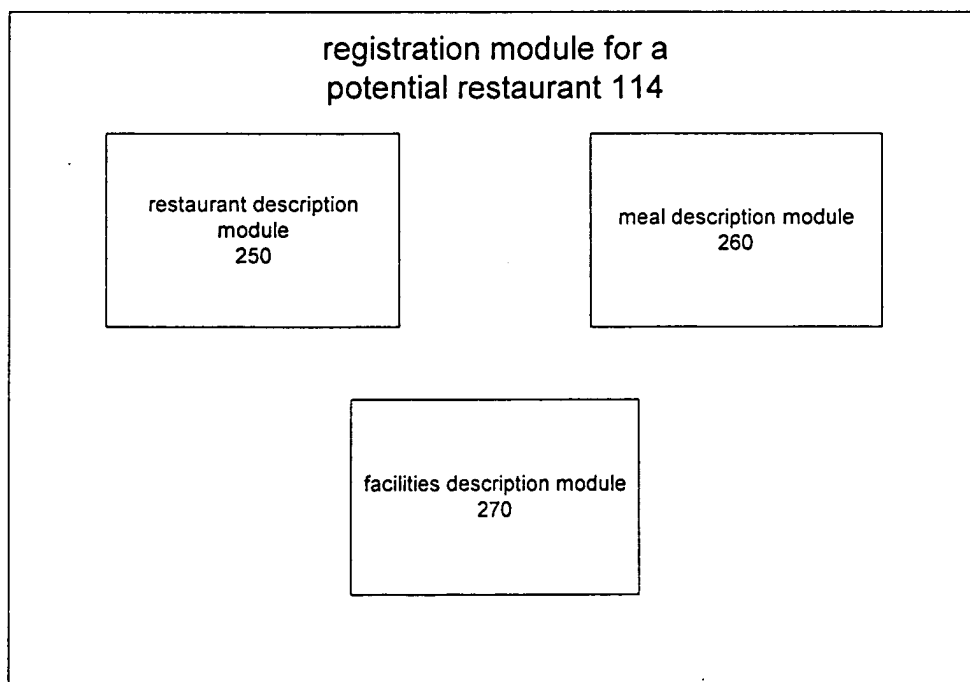
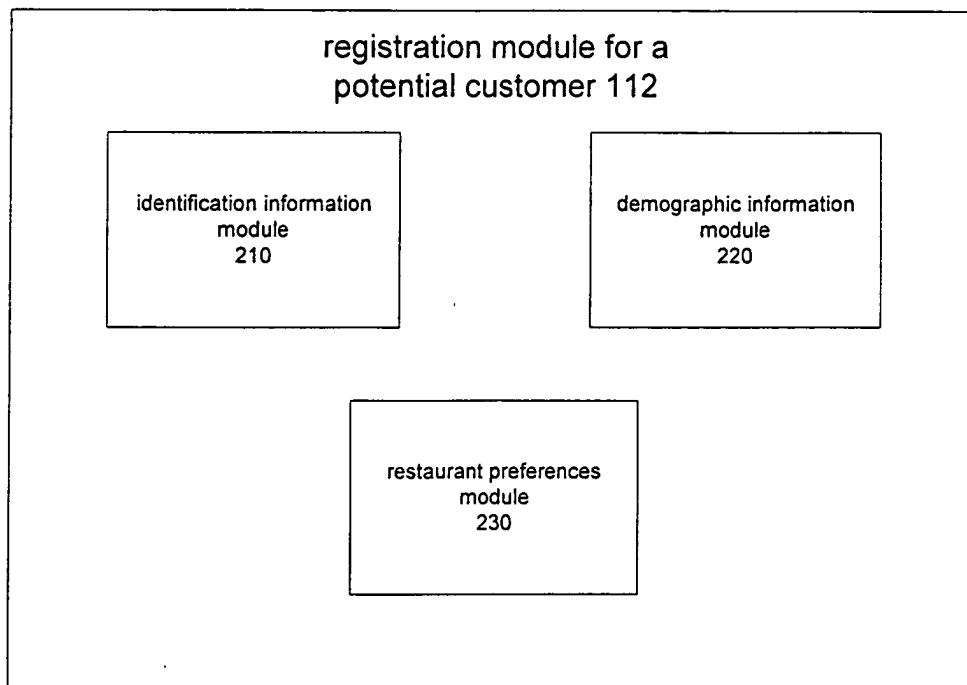
09/580,546



100

FIG. 1





auction module 120

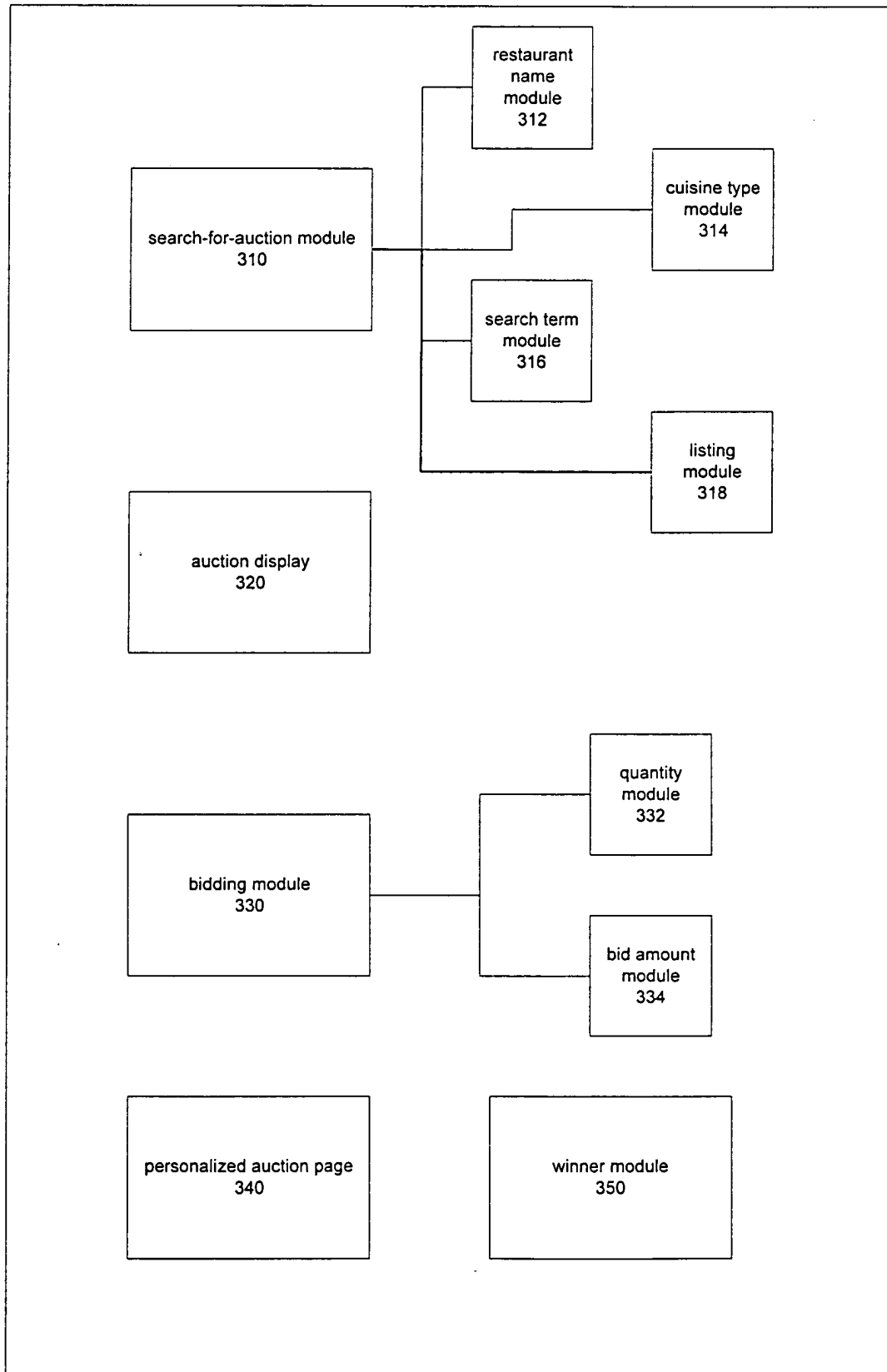


FIG. 3a

request module 125

select restaurant(s) module
360

dining parameters module
370

offer(s) display
module
385

credit/debit card
module
390

FIG. 3b

personalized auction page
340

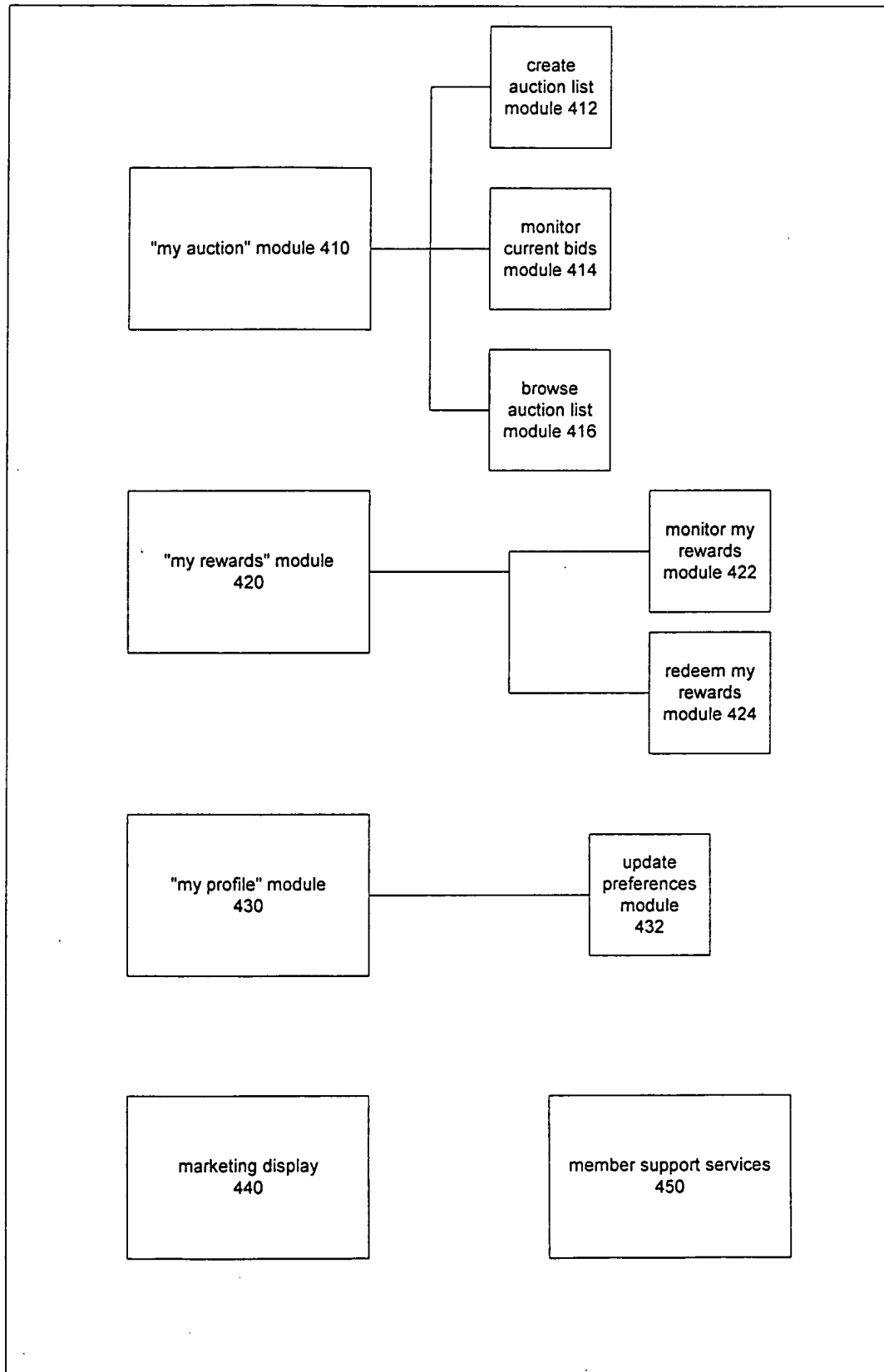


FIG. 4

restaurant guide 130

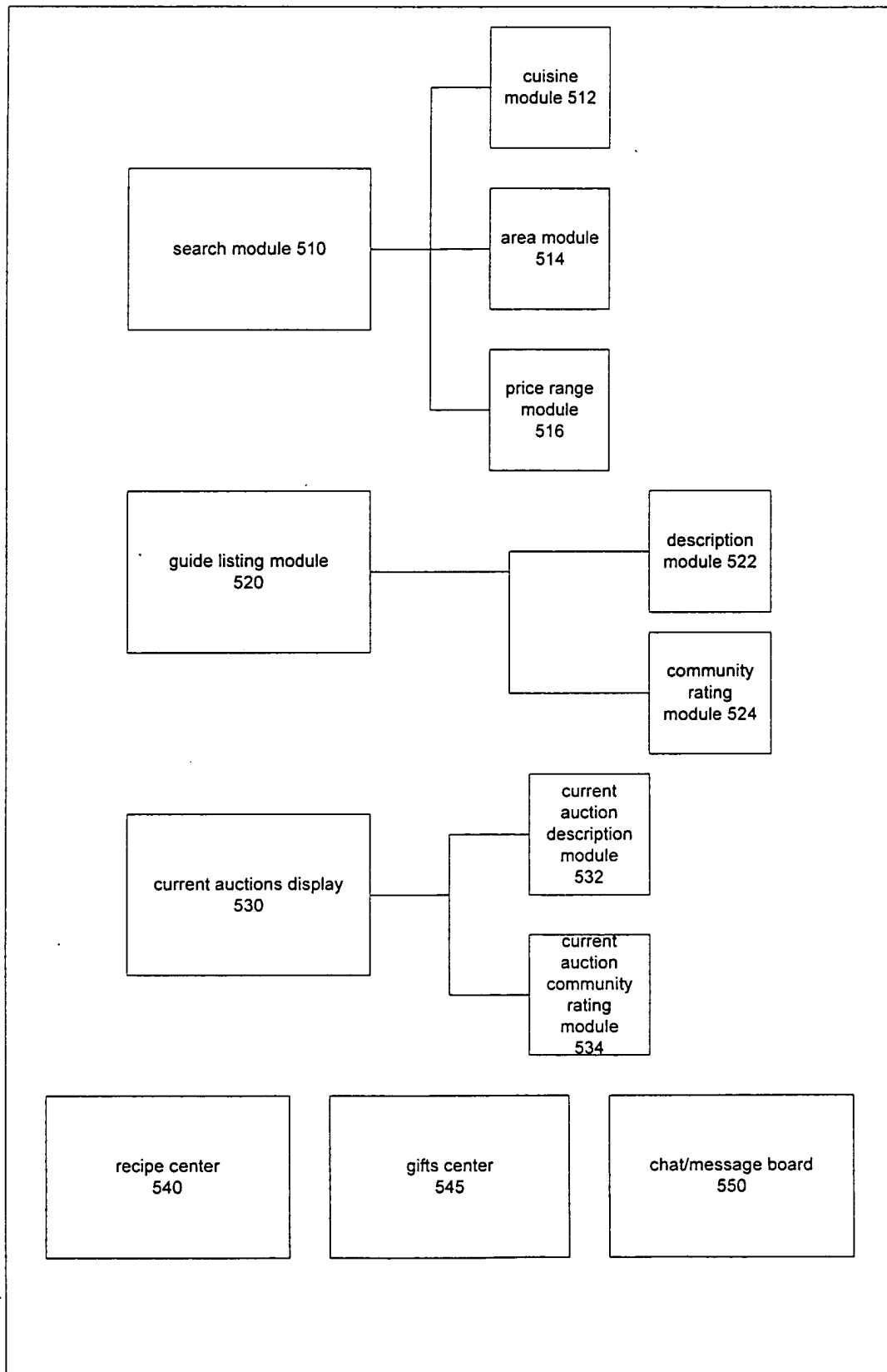


FIG. 5

restaurant manager 140

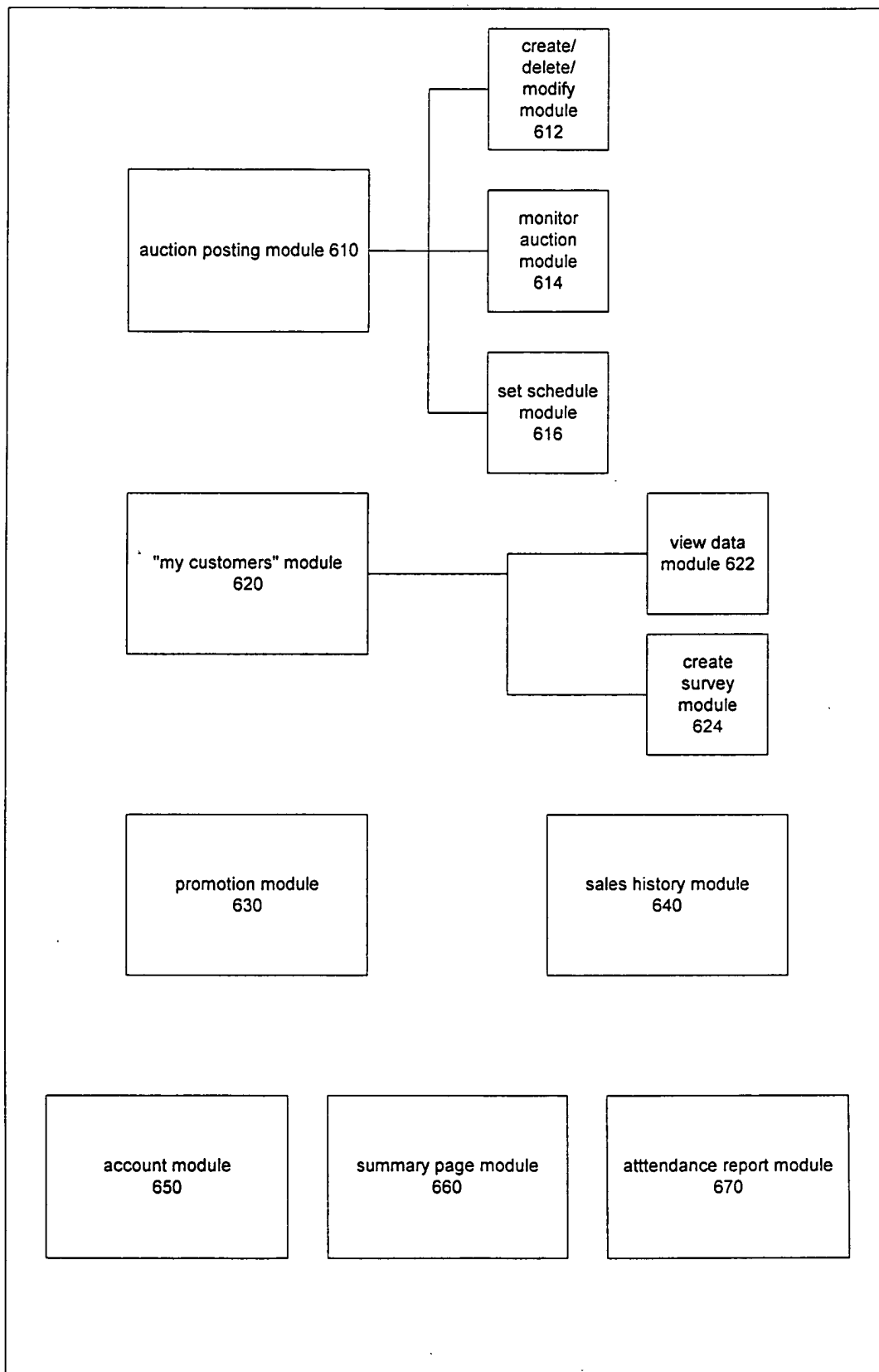


FIG. 6

rewards & referral 150

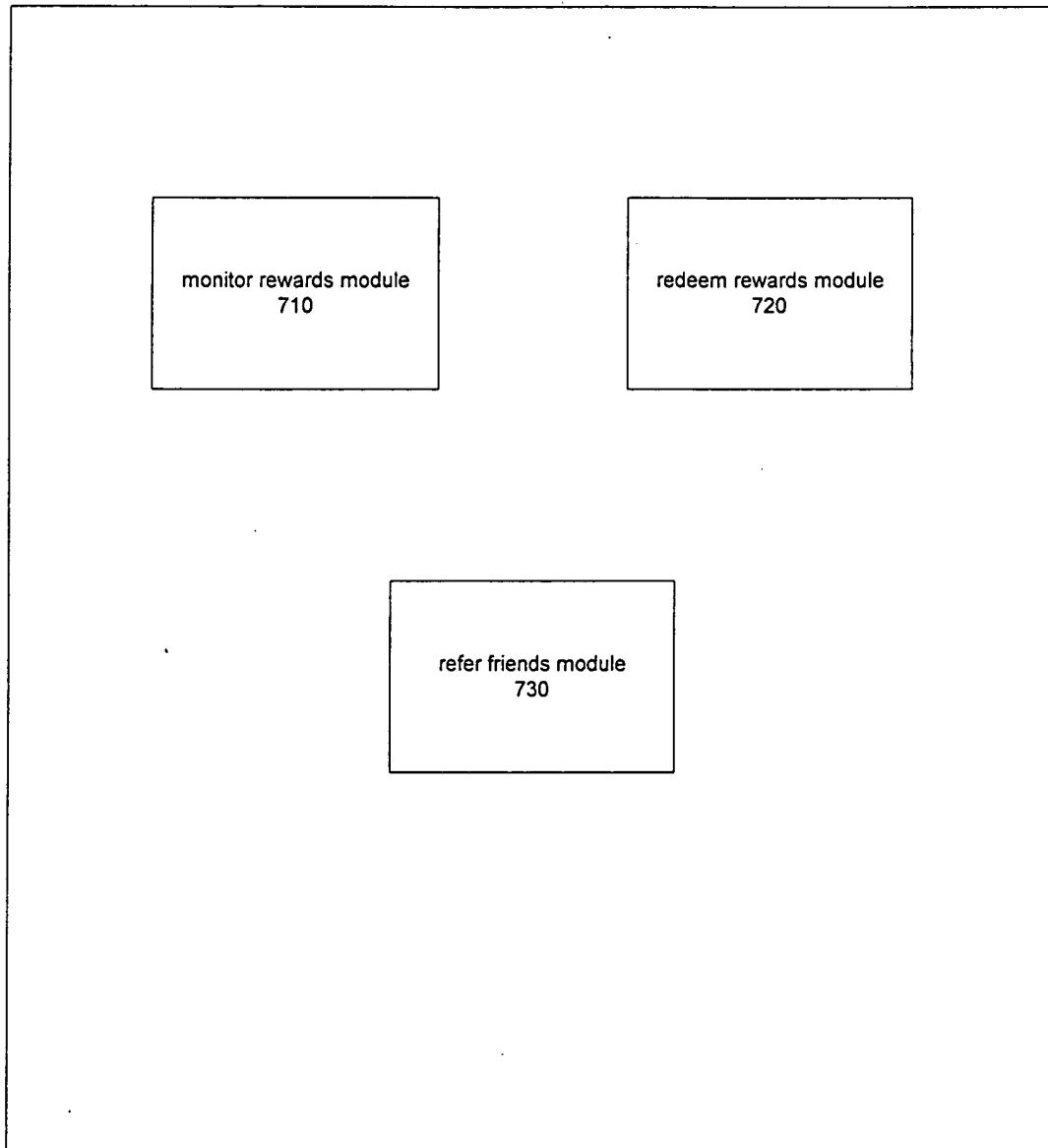


FIG. 7


```

graph TD
    810[restaurant posts an auction  
810] --> 820[diner searches & bids  
820]
    820 --> 830[winner is determined  
and auction closes  
830]
    830 --> 840[winner dines at  
restaurant and  
redeems certificate  
840]
    840 --> 850[restaurant reports  
attendance  
850]

```

FIG. 8

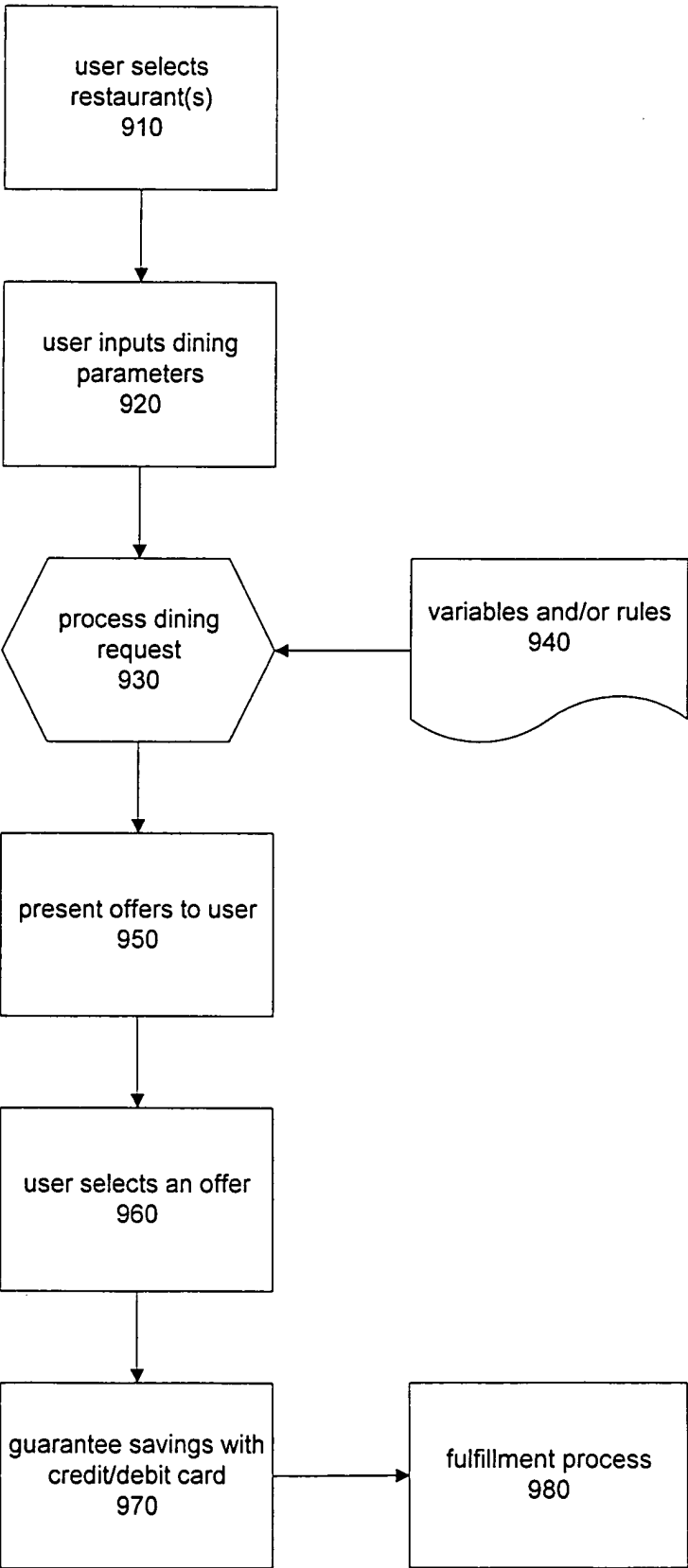
[illegible]

FIG. 9

```

graph TD
    1010[customer dines at  
selected restaurant  
1010] --> 1020[customer pays bill with  
registered credit/debit  
card  
1020]
    1020 --> 1030[registered credit/debit  
card is credited with  
savings  
1030]
    1030 --> 1040[savings confirmed via  
email  
1040]
    1040 --> 1050[customer provides  
feedback  
1050]
    1050 --> 1060[fee is paid to web-site  
operator and balance is  
paid to restaurant  
1060]

```

FIG. 10

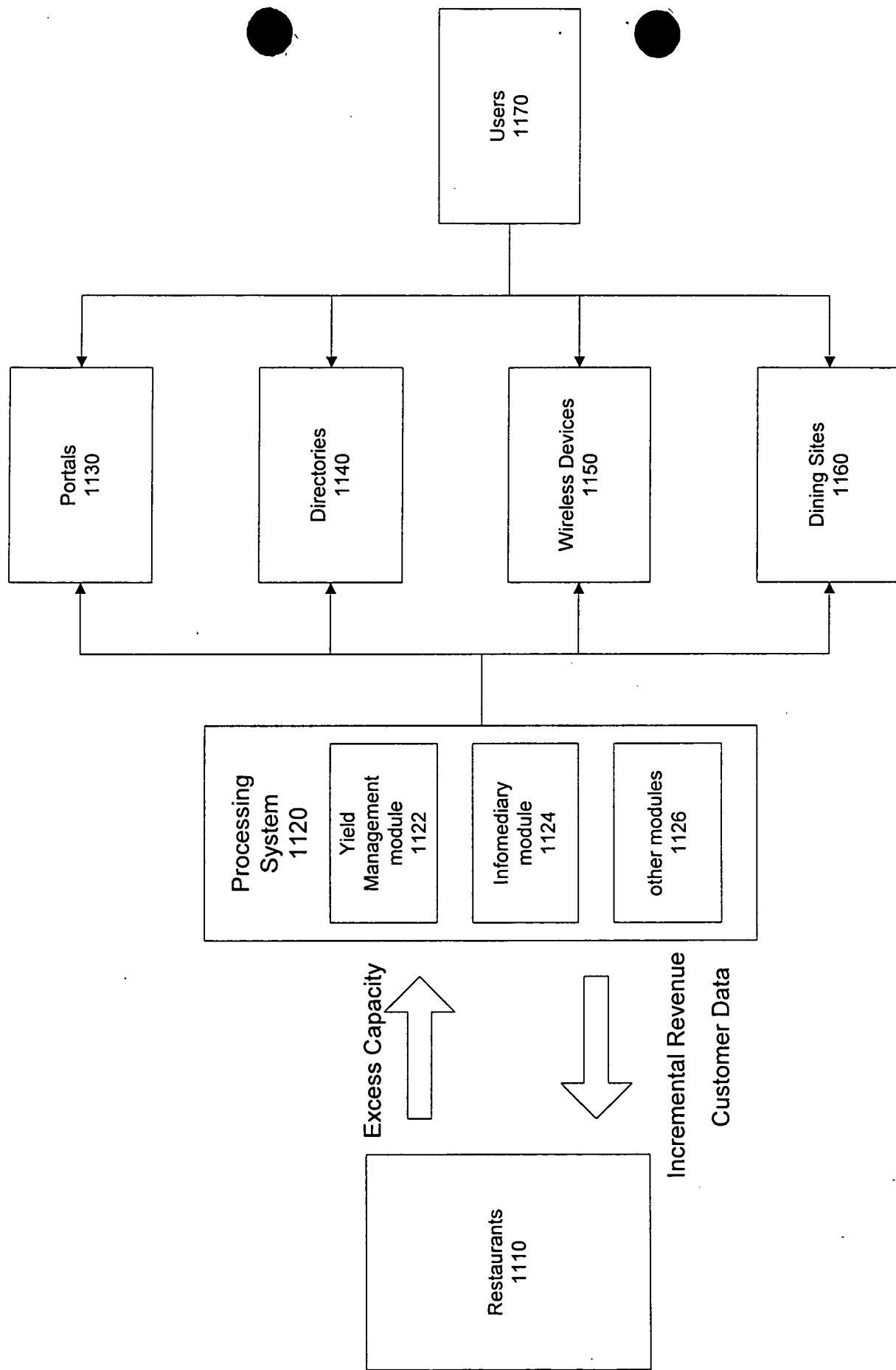


FIG. 11

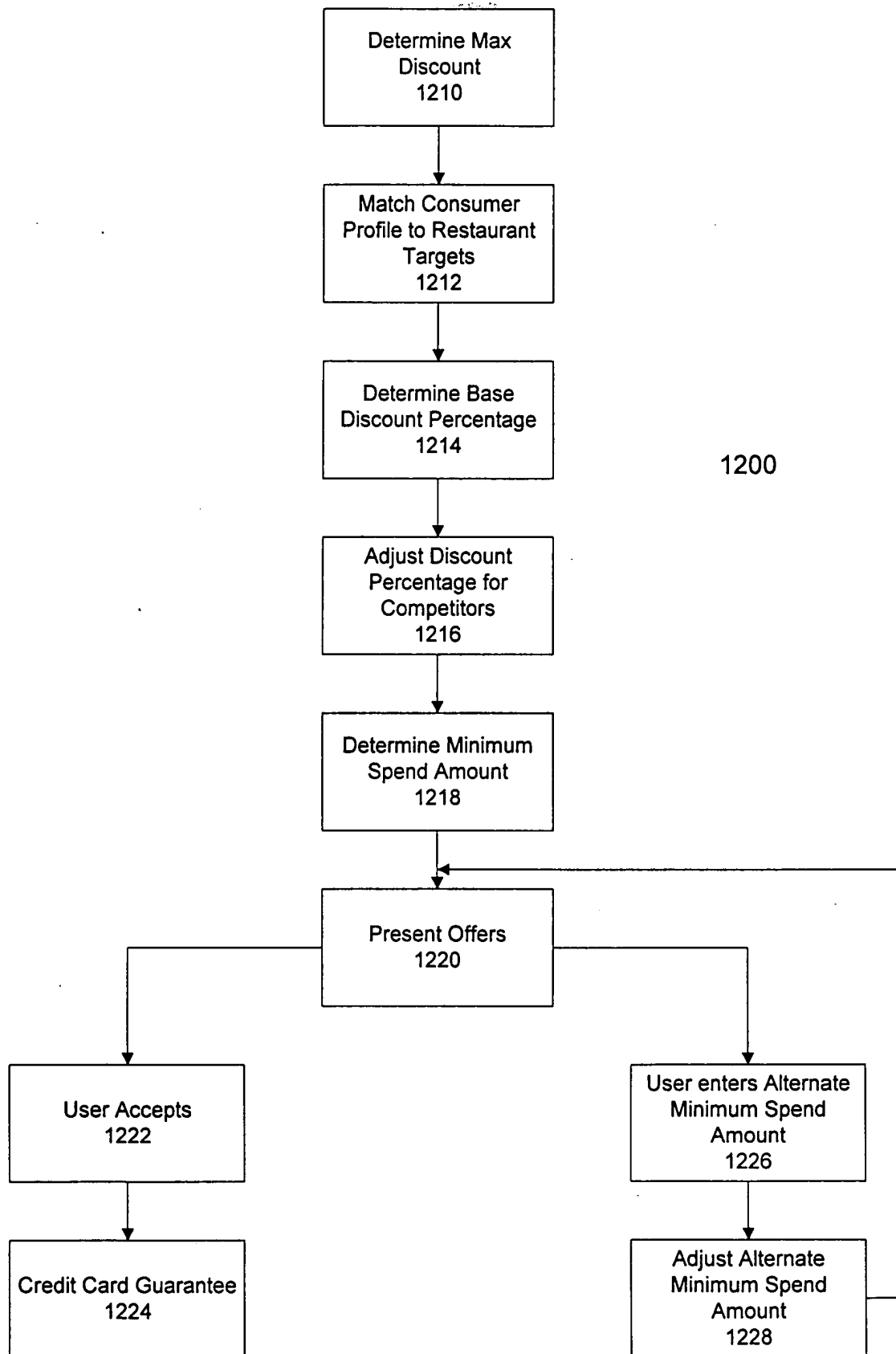


FIG. 12

Customer Profile:	Restaurant Rank (1=Low, 5=High)	Customer Yes=1, No=0	Points Earned
New Customer (rank not added to "possible" total)	5	0	0
Primary Cuisine Type -- in favorite list,	3	1	3
Overall Dining Frequency -- 1 to 2x wk	0	1	0
Overall Dining Frequency -- 3 to 4x w	5	0	0
Overall Dining Frequency -- 4 x+ wk	5	0	0
From Internal Tracking:			
Rest.-Specific Frequency, 2x/mo	5	1	5
Rest.-Specific Frequency, 3x/mo	4	0	0
Rest.-Specific Frequency, 4x/mo	2	0	0
Rest.-Specific Frequency, 5+/mo	1	0	0
Single Persons, no kids	2	1	2
Married Persons, no kids	3	0	0
Married or single persons, with kids	4	0	0
Adult, age 18 to 25 (user)	3	0	0
Adult, age 26 to 35 (user)	4	1	4
Adult, age 36 to 55 (user)	5	0	0
Adult, age 56 or older (user)	4	0	0
Household Income, \$50K or less	2	0	0
Household Income, 50K or more	4	1	4
Education -- high school	2	0	0
Education -- college graduate	3	0	0
Education -- graduate degree	4	1	4
Party Size -- 1 to 2	2	1	2
Party Size -- 3 to 4	4	0	0
Party Size -- 5 to 8	5	0	0
Party Size -- 8 to 10	2	0	0
Purchases Alcohol -- Always	5	1	5
Purchases Alcohol -- Usually	4	0	0
Purchases Alcohol -- Occasionally	2	0	0
Purchases Alcohol -- Never	0	0	0
Highest Possible / Actual Score:	40		29
(sum of highest score in each category except "new customer")			

FIG. 14

Actual Consumer Score div. by	29.0	
Highest Possible Score	/	40.0
Percent of Max Discount Earned		72.5%
Adjusted max. discount (from #1)	40.3%	
Percent of Max Discount Earned	x	72.5%
Base Discount Percent		29.2%

FIG. 15

Competitors defined by Rest.	Extra Disc% f in User Hist.	Extra Disc% If in Shop. Cart
Competitor #1	4.0%	6.0%
Competitor #2	6.0%	10.0%
Competitor #3	3.0%	5.0%
Base Discount Percent	29.2%	
Competitor # 3 in User History	+	3.0%
Competitor #1 in Shopping Cart	+	6.0%
Offer Discount Percent		38% (rounded for processing)

FIG. 16

Party Composition	Number in Party	Avg. Per Person \$	Minimum Spend \$
Adults	2	\$10.25	\$20.50
Kids	2	\$4.75	\$9.50
Minimum Spend Amount			\$30.00

FIG. 17

For each Restaurant in the
Shopping Cart:

Restaurant Name

Dining Date and Daypart

Offer: "38% off on a purchase of \$30 or more"

FIG. 18

User Requested Spend Amount		\$25.00
div. by original Min. Spend Amount	/	\$30.00
equals percent new to original		83% (rounded)
Less 100%	+	-100%
equals percent change		-17%
Percent Change times		-17%
"Below" Multiplier set by Rest.	x	1.50
equals Adjusted percent change		-25% (rounded for processing)
Plus 100%	+	100%
equals Adjustment Factor:		75%
Adjustment of Offer Discount:		
Original Offer Discount Percent		38%
times Adjustment Factor	x	75%
New Offer Discount Percent:		29%
New Offer: "29% off on a purchase of \$25 or more"		

FIG. 19